

Message Text

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PAGE 01 STATE 208355
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 SIG-02 PCH-02 /025 R

DRAFTED BY COM/BIC/OIM/KLFERNANDEZ/ABH
APPROVED BY EB/OCA/CM/SPHARRIS
COM/BIC/OIM/224/EMBELDEN, CMM
COM/OIM/PD/CGENDREAU
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COM/BIC/OIM/222/CJBARRETT
STATE/EUR/CAN/JMONROE
ER/RPE/ECASEY

-----014656 012205Z /46

R 311943Z AUG 77
FM SECSTATE WASHDC
TO AMEMBASSY OTTAWA
INFO AMCONSUL CALGARY
AMCONSUL HALIFAX
AMCONSUL MONTREAL
AMCONSUL QUEBEC
AMCONSUL TORONTO
AMCONSUL VANCOUVER
AMCONSUL WINNIPEG BY POUCH

UNCLAS STATE 208355

E.O. 11652:N/A

TAGS:BEXP, CA

SUBJECT:FY-1977 CCP THIRD QUARTER PROGRESS REPORT

REF: OTTAWA 6834, 28 JULY 1977

1. WCAG NOTED CONCISE, COMPREHENSIVE FORMAT OF REFTTEL
DELINEATING CLEARLY THE STATUS OF EACH CAMPAIGN AND
ACTIVITY.

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2. WCAG CONCURS VANCOUVER AND EMBASSY SUGGESTION THAT FOR-
MER SUBSTITUTE PREPARATION FOR FY-1978 REGIONAL TRADE PRO-
MOTION PROGRAM, EXPANDED EFFORTS TO ENCOURAGE ATTENDANCE
AT U.S. TRADE SHOWS AND PROMOTION OF WINES AND BEER FOR
CAMPAIGN NO. 1. PROBLEM ENCOUNTERED BY VANCOUVER RE CAM-
PAIGNS NOS. ONE AND SIX IS ILLUSTRATIVE OF THE NEED IN

FUTURE TO BE CERTAIN THAT EACH CAMPAIGN INDUSTRIAL SECTOR UNIVERSE IS ADEQUATE TO SUPPORT ACTIVITY FOR A FULL YEAR. WAS NOTED THAT PROBLEM WAS RAISED FOR DISCUSSION BY POSTS DURING JUNE 6-7 MEETING IN OTTAWA.

3. OFFICE OF EXPORT DEVELOPMENT (OED) HAD BEEN CONTACTED BY OIM COUNTRY TRADE SPECIALIST REGARDING SLOW DELIVERY OF TRADE SHOW BROCHURES MENTIONED REFTEL PARA 6. DELAYS APPARENTLY CAUSED BY LATE PUBLICATION OF BROCHURES. OED IS

AWARE OF NEED FOR PROMPT DELIVERY AND WILL EXPEDITE DELIVERY UPON RECEIPT.

4. BUFFALO AND CLEVELAND DISTRICT OFFICES ARE BEING NOTIFIED OF COMMENTS REFTEL PARA 7 REGARDING DESIRABILITY OF THEIR REPORTS ON EVALUATION OF REGIONAL TRADE PROMOTION PROGRAM AND SEMINARS.

5. WCAG AGREES THAT ANOTHER MEETING SHOULD BE HELD FIRST QUARTER FY-1978, POSSIBLY IN DECEMBER IN TORONTO, TO REVIEW FY-1977 PROGRAM AND DISCUSS FUTURE PROGRAMS. CHRISTOPHER

NOTE BY OC/T: POUCHED WINNIPEG

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Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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